

Docket No. CANN-0208

**IN THE UNITED STATES PATENT AND  
TRADEMARK OFFICE**  
*PRELIMINARY AMENDMENT*

Applicant: Cannon

Docket No.: CANN-0208

Serial No.:

Group Art Unit:

Filed:

Examiner:

TITLE: METHOD AND  
APPARATUS FOR  
ANALYZING DATA AND  
ADVERTISING  
OPTIMIZATION

This application is a divisional of application Serial No. 09/038,380, filed 03  
2151A1. MP. 6 2816.005

November, 1998. Please accept the following preliminary amendment and please amend the  
divisional application filed herewith as follows:

I HEREBY CERTIFY THAT THE CORRESPONDENCE TO WHICH THIS STATEMENT IS AFFIXED IS BEING DEPOSITED WITH  
THE UNITED STATES POSTAL SERVICE, POSTAGE PAID, AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO THE  
COMMISSIONER OF PATENTS AND TRADEMARKS, WASHINGTON, D.C., 20231, ON: March 22, 2001

SIGNED: Heather Clark

Heather Clark

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